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WHOLESALE PRICE LIST, JULY, 1937

SOLEDAD ROCK & WATER GARDENS

PACIFIC BEACH, SAN DIEGO, CALIFORNIA

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U. S. Department of Agriculture.



FLORIST'S WINDOW DISPLAY SPECIAL

(See Page 1)

TERMS OF SALE

This list supercedes and cancels all previous lists or quotations.

All goods priced f.o.b. Pacific Beach.

In order to give full value to our customers, we cannot afford any credit losses. Therefore all orders must be accompanied by full payment, or C.O.D. orders by a deposit of one-half the value of the order, unless satisfactory credit relations have been established with us.

DISCOUNTS:

To encourage cash sales, we offer 5% discount on all orders accompanied by full payment; 3% on all C.O.D. orders accompanied by a deposit of one-half of the amount of the order. No other discounts permitted or allowed whatsoever.

On all cash or C.O.D. orders, where the discounts have not been deducted from the amount sent, we will ship additional stock with the order to the value of the discount allowed.

GUARANTEE:

We absolutely guarantee satisfactory quality and safe arrival of goods shipped by us on Express shipments.

In six years of business, we have not received a single complaint as to the quality of goods ordered from our list. Should a customer be dissatisfied with the quality of the goods, the shipment may be returned to us immediately, packed as received, Express Collect, and we will refund the amount we received for the goods. Should goods be received in damaged condition, make claim for damage with the Express Company and notify us immediately, and we will make up any losses to our customer above damages paid by the Express Company on any such damaged goods.

Small shipments of plants can sometimes be sent cheaper by Parcel Post Collect than by Express Collect. If shipping directions are left optional with us, our guarantee will cover such shipments as we make by Parcel Post. All goods shipped other than as above mentioned, are shipped at purchaser's risk and the above guarantee will not apply.

MINIMUM ORDER—\$2.00

No orders accepted for less than twenty-five at hundred rate or four at dozen rate.

FLORIST'S WINDOW DISPLAY SPECIAL

(See color plate on front page)

This color plate was made from an oil painting of a Window Display model 3 ft. x 6 ft.

FLORIST'S WINDOW DISPLAY SPECIAL—\$17.50 f.o.b. Pacific Beach, contains assortments of Cacti and other Succulent Plants sufficient for a Florist's window display arrangement covering an area 3 ft. x 6 ft. as follows:

50—Assorted Succulents	@ \$2.00 per 100
100— " Cacti and other Succulents	" 3.00 " "
100— " " " " "	" 5.00 " "
12— " " " " "	" 10.00 " "
6— " " " " "	" 1.80 " Dozen
6— " " " " "	" 3.00 " "
4— " " " " "	" 4.20 " "
4— " " " " "	" 6.00 " "
2— " " " " "	" .75 Each

Larger or smaller Window Display Groups made up to fit any sized window at proportionate cost.

AN ADVERTISEMENT WHICH WILL SAVE YOU MONEY AND WHICH CAN BE SOLD AT A GOOD PROFIT

During hot summer months and other dull sales' periods, the up-to-date florist must maintain an attractive window display. Where a regular line of cut flowers and perishable pot plants are used there is considerable loss and this loss is charged to advertising. A window display of Cacti and other Succulents will attract more attention and be better advertising; will stand up in good condition over a longer period with less loss than other saleable stock; and you will make many sales direct from the display and reorder regularly in small quantities for refilling—thus making a good profit at a minimum handling cost.

DIRECTIONS FOR PUTTING IN WINDOW DISPLAY

1. Protect floor of window by lining with roofing paper, oilcloth, or other water-proof material.
2. Cover with clean sand beginning with one inch of depth at the glass and rising to six inches or more at the back. Boxes, wooden blocks, or other handy material may be used as filler under the sand at the deep side, if desired.
3. Leave the surface of the sand in irregular, curving slopes; and if desired, make some groupings of rock at the back edge.
4. Plant the plants directly in the sand, grouping them as shown in cut, and water lightly with fine sprinkler sufficient to moisten sand to depths of roots.
5. Water as often as necessary to keep plants in good condition, allowing sand to dry out fairly well between waterings. Sunny windows will require more water than those in shade, and plants will remain in good condition and hold their good coloring much longer if exposed to direct sunlight.

A sign in the window: "Every Plant In This Display For Sale" will bring many customers. When a plant is selected by a customer, merely lift it from the sand and smooth the sand out. If the plant is one of the large, display plants, a slight regrouping may be necessary. But the display will still be attractive when even half of the smaller, popular-priced plants have been sold from it.

We suggest that you place a small order for popular-priced plants for refilling, at the time the display is set up, and further regular orders weekly as indicated by your sales. Order from "Assortments" on Page 3. Do not overstock by ordering too large an order for refilling. But order often and have your plants in the pink of condition. The ingenious florist will be able to rearrange and change the entire scene occasionally when working in a new order of plants, using such innovations and variations as the materials at hand and his own inventiveness may prompt.

These plants are effective for window display as rock-garden planting where peat or leafmold may be combined with or used as a covering for the sand. A group of Indian figures with tepee and campfire; or a group of Mexican figures in front of an adobe house; or an arrangement as a panorama with a painted back drop, would be effective.

ADVICE TO YOUR CUSTOMERS:

For permanent planting use a mixture of equal parts of sand, good garden soil, and leafmold. Keep in a sunny location; water well once or twice a week in bright sunny weather—keep drier and rather cool during cold, dark weather.

ROOTED PLANT ASSORTMENTS

Our florist trade find it most satisfactory to order by Assortment, giving us information as to the purpose for which the plants are to be used and leaving the selection to us. When ordered by Assortment, we can give better value and select varieties that are in the most saleable condition at the time ordered.

SUCCULENTS in interesting and colorful varieties for one-inch pots \$2.00 per 100

CACTI in mixture for one-inch pots 3.00 per 100

POPULAR ASSORTMENTS:

These Assortments are assorted by value rather than by size and give the widest range of variety in popular, saleable plants at a given price and will contain a mixture of both Cacti and other Succulents, unless otherwise instructed. Assortments in these price ranges will upon request be made up entirely of either Cacti or other Succulents.

POPULAR ASSORTMENTS priced at.....: \$3.00 \$5.00 and \$10.00 per 100

SPECIMEN PLANT ASSORTMENTS—Suitable for sale as specimen plants in individual pots.

Priced at \$1.80 \$3.00 \$4.20 and \$6.00 per dozen

IRON-CLAD ASSORTMENTS:

Includes only varieties which will do best and stand up longer under difficult conditions, such as lack of sunlight, irregular watering, etc. This Assortment includes such types as: Aloes, Gasterias, Haworthias, Euphorbias, and the harder varieties of other groups.

Priced at \$5.00 and \$10.00 per 100

ALOE ASSORTMENTS

Small—5 varieties or more \$3.00 per 100

Medium—10 varieties or more including Aloe—Gasteria Hybrids \$5.00 per 100

IVY

#1—Large Leaf, Variegated, English Ivy, 6 to 8 inch, rooted plants \$3.50 per 100

#2—Small Leaf, Green (sometimes called Scotch or Mexican Ivy), 6 to 8 inch, rooted plants 3.50 per 100

ROOTED ASSORTMENTS FOR DISH GARDENS

Experience has taught us the number, proportion of sizes, and variety of combinations of plants to be used in various sizes of dish gardens to make them most effective and saleable. You may now order just the right material for filling a given number of dish gardens of any size—order by average diameter of dish, bowl, or miniature garden to be filled.

Groups of plants for each dish garden will be wrapped separately.

Size of Dish Garden	Order by Number	No. of Plants	Price
3 inch	D3	5 to 7	\$.15
4 "	D4	6 to 825
5 "	D5	8 to 1040
6 "	D6	10 to 1560
8 "	D8	15 to 20	1.00
10 "	D10	15 to 25	1.25



EMPTY POTTERY BOWLS

Hand-Made Red Clay

Assorted designs, including those shown in Cut.

Order No.	Size	Per Dozen
EP#37	2-inch	\$.45
EP#38	3 to 4 inch85
EP#39	4 to 5 inch	1.20
EP#40	5 to 6 inch	1.80

EMPTY POTTERY

Hand-made, Red Clay Novelties (See Cut Below)

Order No.		Size	Per Dozen
EP#89	Canoe	3 x 10 inches	\$ 2.00
EP#72	Leg Bowl	3-inches	1.00
EP#60	Oval Basket85
EP#114	Tall Basket85
			Price Each
EP#1	Strawberry Basket	Center Opening—3 inches	\$.25
EP#91	Turtle20
EP#81	Burro40
EP#108	Five-sided Dish	8-inches25
EP#32	Oval Dish	7 x 10 inches.....	.25

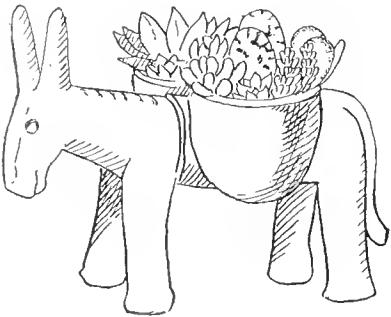


PLANTED RED CLAY POTTERY

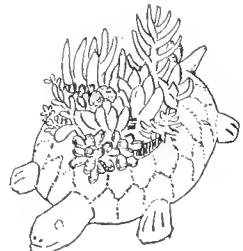
Planted to a large variety of colorful Cacti and other Succulents. (Dimensions given above.)

Price Each
Canoe
Strawberry Basket
Leg Bowl
Per Dozen
Tall and Oval Baskets assorted.....\$2.40

(See Back Cover)



Pack Burro



Turtle



Rattlesnake

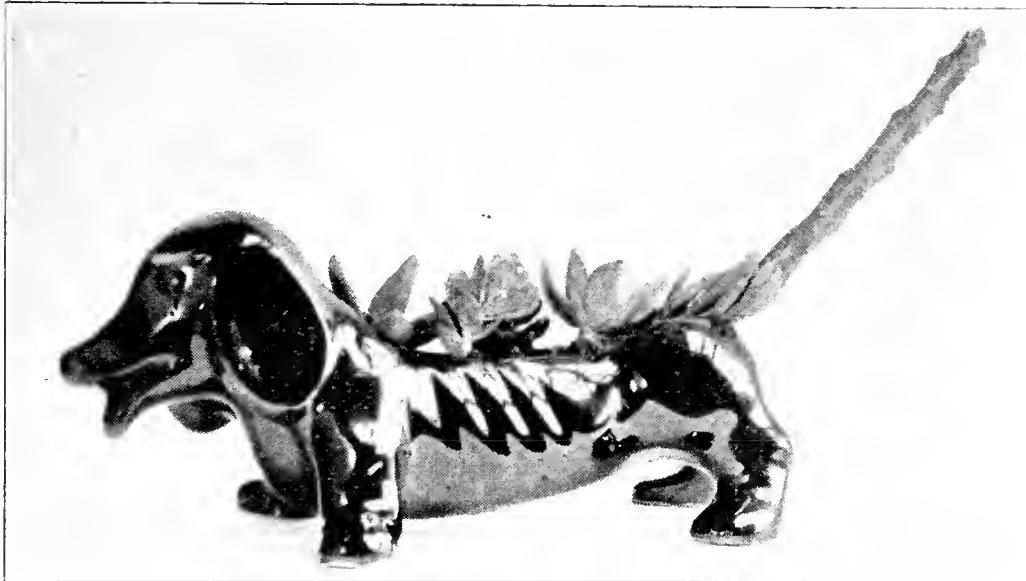
PLANTED POTTERY
HAND-MADE RED CLAY

	No. of Plants	Price Each
Pack Burro	10	\$.85
Turtle	10	.45
Rattle Snake Garden	8 to 12	1.25

KEEP IN SUNNY WINDOW.

WATER RATTLE-SNAKE DISH ONCE OR TWICE
A WEEK IN SUMMER; ENOUGH TO KEEP FROM
SHRIVELING IN WINTER.

WATER OTHER CONTAINERS TWO OR THREE
TIMES A WEEK.



DACHSHUND

Glazed Pottery, 4" high—9" long.

In Three Colors

Brown	Black	White	Each
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Planted as shown in Cut with 5-Succulents in the back and a Cactus Tail.....	\$.75
Empty, without plants50

ONE-INCH PAINTED POTS OF SUCCULENTS

One-inch Pots painted in good solid colors: Red, Blue, Orange, Green, Yellow, Black and Silver, Assorted	Per 100
One-inch Painted Pots planted to a variety of colorful Succulents	\$6.00
" " " " " " " Cacti.....	7.00
Empty One-inch Painted Pots, without plants	3.00
" " Pots, red clay, unpainted, without plants.....	2.00

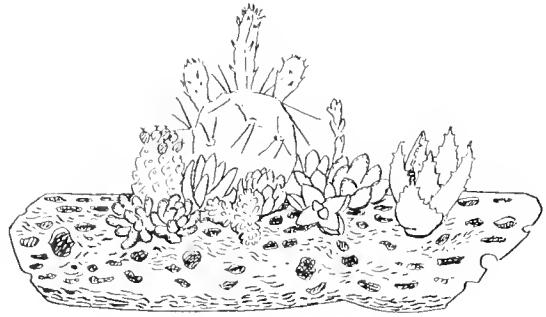
PLANTS FOR ONE-INCH POTS (See Page 3)

DIRECTIONS FOR CARE OF ONE-INCH PLANTED POTS:

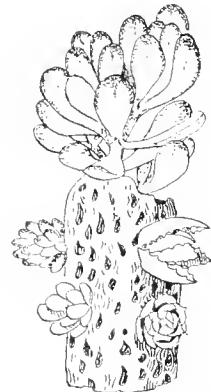
Keep in sunny window. Water twice a week by standing pot in saucer of water for five minutes—water is absorbed through hole in bottom of pot.

WIRE STANDS: Assorted Colors.

No. 3 to hold 3 one-inch Pots	Per Dozen
No. 5 " " 5 " "	\$1.20 1.45



10 in. log



Pot 4 in. high



18 inch basket

UNIQUE PLANT ARRANGEMENTS.

CONTAINERS MADE FROM CHOLLA CACTUS
WOOD PLANTED TO A CHOICE SELECTION OF
COLORFUL CACTI AND OTHER SUCCULENT
PLANTS.

	No. of Plants	Price Each
10-inch Log	10 or more	\$.85
Pot, 4 inches high	5	.35
Pot, 2½ to 4 inches high	1 select plant	.15
Pot, 2 inches and over	1	.10
18-inch Basket	12 or more	1.25
We can furnish a limited number of unusual pieces that do not conform to any standard grade at		from 50c to \$2.00

FOR BEST RESULTS
WATER TWICE A WEEK BY SUBMERGING IN
WATER FOR SEVERAL MINUTES.

We grow some 800 varieties of Succulent Plants and thousands of hybrid seedlings. Many varieties we do not yet have in sufficient quantity for wholesale listing, but we can sometimes put a few of them in Assortments. Some varieties can only be propagated successfully for one short period during the year—so that it is practically impossible to have a full range of sizes at all times in varieties we list. Some varieties are only saleable during the period when they are highly colored or in bloom, at which times they will be used in the Assortments. But if ordered separately later, might be unsatisfactory for sale. Therefore, we strongly advise retail Florists and others purchasing plants for immediate sale to buy in Assortment as they will find this much more satisfactory and profitable.

If interested in a particular variety or a quantity of one variety or unrooted cuttings of Cacti and other Succulent Plants, write us and we will quote prices.

NURSERY GROWN STOCK

ALOES—Our Specialty—One of the best and most satisfactory groups for the Florist.

ALOE

africana
arborescens
ciliaris
distans
eru
ferox
hanburiana
heteracantha
humilis
“ brevifolia
“ echinata

ALOE—Cont.

johnsonii (?)
mitriformis
nobilis
obscura
salmdyckiana
saponaria
spinosissima
striata
striatula
succotrina
supralaevis (rubro-violacea)

ALOE—Cont.

variegata
vera
virens
Many types of hybrids

ALOE—GASTERIA—HYBRID

beguinii
mortalensis
pethamensis

AEONIUM

arboreum
" atropurpureum
balsamiferum
burchardii
canariense
ciliatum
decorum
haworthii
lindleyii
percarneum
sedifolium
strepsicladium
tournefortii

AGAVE

americana variegata marginata
" " mediopicta
attenuata
decipiens
desertii
ferox

ANACAMPSEROS

refuscens

BILLBERGIA

nutans

BROMELIA

scepturn

BYRNESIA

weinbergii

CACTUS

Acanthocereus pentagonus
Bergerocactus emoryi
Cereus geometrizans
" marginata
" pectinata
" peruvianus types
" straussii
Cephalocereus senilis
Coryphantha desertii
Chamaecereus silvestrii
Echinopsis mixed
Ferocactus viridescens
Harrisia mixed
Heliocereus grandiflorus
Mammillaria parkinsonii
Nyctocereus serpentinus
Opuntia basilaris
" brasiliensis
" cylindrica
" elata
" " elongata
" " robusta
" dwarf
" frutescens
" haitensis
" cristata
" microdasys
" monacantha variegata

CACTUS—Cont.

Opuntia moniliformis

" mortalensis
" parryi
" prolifera
" ramosissima
" retrorsa
" rufida
" spinosior
" subulata
" tetracantha
" ursina
" velutina

Selenicereus

Trichocereus spachianus

CACTUS GRAFTED

Cereus monstrosus
Neomammillaria crests

COTYLEDON

clavifolius
decussata
galpini
macrantha
orbiculata
" dwarf
papillaris
punctata
teretifolia
wrightii

CRASSULA

acutifolia
albaflora
brevifolia
columbria (elata improved)
cooperi
coralina
cultrata
elata
falcata
impressa
lycopodioides
monticola
namaquensis
obvallata
perforata
portulacea (arborescens)
pseudolycopodioides
quadrifida
rubicunda brilliancy
sarmentosa
spathulata
tetragona
trachysantha

CYANOTIS

somalica

ECHEVERIA

amoena
clavifolia
coccinea
“ hybrid
“ tortuosa
derenbergii
desmetiana
elegans
“ x *nobilis* hybrid
expatriata
funckii
glauca (*globosa*)
“ crest
“ x *byrnesia* hybrid
linguaefolia
metalica hybrid
“ “ crest
multicaulis
nobilis
nodulosa
pulvinata (*leucotricha* imp.)
rosei grandens crest
“ hybrid
scaphophylla
secunda
setosa
simulans
stolonifera
weingartii

ECHEVERIA x OLIVERANTHUS

hybrid

EUPHORBIA

canariensis
caput-medusae
“ “ *commelinii*
“ “ *minor*
cereiformis
clandestina
clava (*candelabrum*)
coerulescens
echinus
enneagona
fimbriata
gorgonis
grandicornis
grandidens
heptagona
mammillaris
meloformis
obesa
pseudocactus
resinifera
splendens
tirucalli

GASTERIA

maculata
mixed

HAWORTHIA

attenuata
coarctata
cymbiformis
fasciata
glabrata
hybrida
margaritifera
reinwardtii
tortuosa

**KALANCHOE
(BRYOPHYLLUM)**

aliciae
daigremontanum
fedtschenkoi
glaucescens
marmorata
rotundifolia
somaliensis
tubiflora

KITCHINGIA
mandrakensis**KLEINIA**
anteuphorbium
articulata**KLEINIA—Cont.**

ficoides
mandraliscae
radicans
repens
tropaeolifolia

MESEMBRYANTHEMUM

agninum
alias
alstonii
aureum
bellidiflorum

bulbosum
caulescens
cinctum
croceum
floribundum
geminum
glaucum
intonsum

lacerum
lehmannii
linguaeforme
marlothii
maximum
multiceps
muricatum

MESEMBRYANTHEMUM **SEDUM**

—Cont.
musculinum
odoratum
perveride
repens
rhomboideum
tigrinum
tuberculatum
uncinatum
verruculatum
vespertinum
vittatum

OLIVERANTHUS

elegans

OTHONNA

crassifolia
major (?)

PERESKIOPSIS**PORTULACARIA**
afra**SARCOSTEMMA**
viminale

adolphi
allantoides
altissimum
amecamecanum
diffusum
guatamalense
moranense
pachyphyllum
palmeri
praealtum cristatum
rupestre
treleasii

SEMPERVIVUM
calcareum**STAPELIA**
hirsuta
variegata
multicaulis**UMBILICUS**
chrysanthus**YUCCA**
aloifolia variegata
filamentosa variegata**HESPERALOE** (Red Yucca)

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Regulations Governing Credit Accounts

All orders must be dated and signed by party making purchase.

Those wishing to establish credit accounts with us are required to give us three trade references with whom they have credit accounts and allow time for correspondence.

Those having credit accounts with us are requested to comply with the following:

All accounts are due and payable on the 15th of the month following date of statement. Statements are mailed at or shortly after time of shipment. *No shipments will be made on accounts more than 30 days delinquent.*

No discounts will be allowed on credit accounts.

SOLEDAD ROCK & WATER GARDENS
PACIFIC BEACH, SAN DIEGO, CALIFORNIA

GREETINGS

To Our Many Friends and Customers

Sooner or later nearly everyone visits Southern California. When you do, we shall be glad to have you visit SOLEDAD ROCK & WATER GARDENS. The Gardens are located on the slope of Mt. Soledad, one mile from the Pacific Ocean, at the northern edge of Pacific Beach (a suburb of San Diego) between San Diego proper and La Jolla.

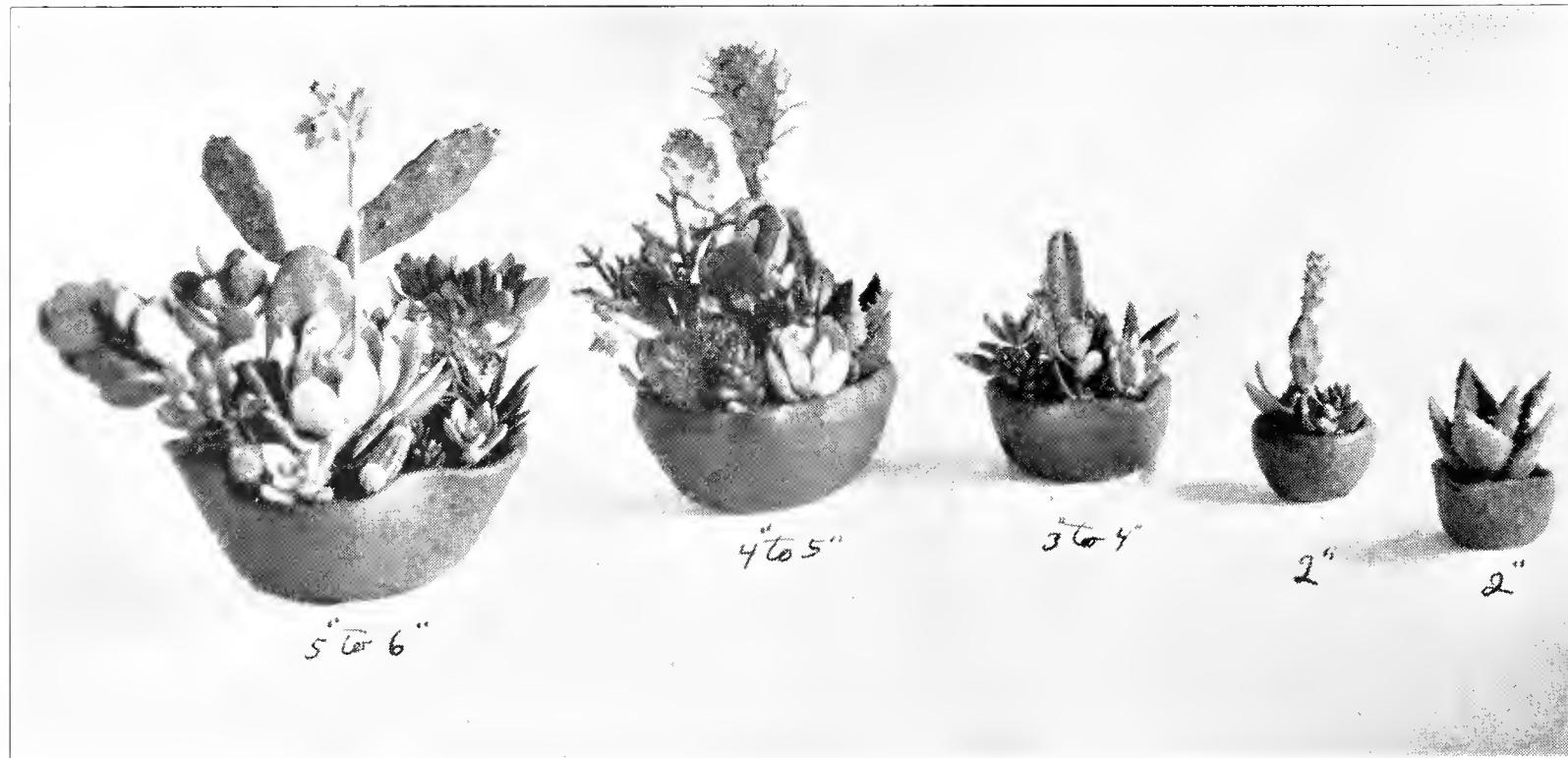
Here you will find some 800 varieties of Succulent Plants growing on 3½ acres under cultivation; landscape-sized plants and propagating stock growing in 3 ft. field rows under full sun; and several thousand flats of commercial-sized stock being conditioned for sale in cloth houses. You will always find something of interest in bloom. But our best flowering months are December, February, March, April, and May.

We will endeavor to make your visit an enjoyable one.

Lewis A. Walmsley
Faye Walmsley.

PLANTED BOWLS

Hand-made Red Clay Pottery, assorted designs, including those shown in Cut on Page 4. Planted with a large variety of colorful Cacti and other Succulents.



	Price Each
5 to 6 inch Bowl.....	\$.80
4 " 5 " "	.60
3 " 4 " "	.35
2-inch Bowl, 3-plants.....	.15
" " 1-plant10